

There are three steps to follow in order to have a banner hung on light poles or skyways in the City of Saint Paul:

First, contact Erin Dady, the Director of Marketing for the City of Saint Paul, at 651-266-8878 phone, 651-266-8871 fax, or erin.dady@ci.stpaul.mn.us. She determines the availability, locations and schedule of the banner placement and must also approve the design of the banner. Organizations should download the “Request for Affixing Banners to Light Poles” or “Request for Affixing Banners to Exterior of Skyway Bridges” from the City of Saint Paul’s website www.stpaul.gov/depts/marketing, review the city’s requirements, complete the form, and mail or fax to Erin Dady. She will calculate the cost of banner installation to the organization.

Second, contact Jeff Fischbach, Department of Safety and Inspections (DSI), at 651-266-9085 phone, 651-298-4194 fax or jeff.fischbach@ci.stpaul.mn.us, or Yaya Diatta, DSI, at 651-266-9080 phone, 651-298-4194 fax or yaya.diatta@ci.stpaul.mn.us. The DSI must approve the content, design and sponsorship (no more than 20% of the banner), the duration of the installment, and verify the organization’s insurance. The DSI must also approve the request form in order to hang a banner.

Third, contact John McNamara, Street Lighting Division of the Department of Public Works, at 651-487-7209 or john.mcnamara@ci.stpaul.mn.us to coordinate the delivery of the banners. John oversees the installation of the banners.

Requirements to Affix Banners to Light Poles

No banner or sign shall be affixed to any light pole except by written authorization of the City. A request form must be approved by Erin Dady, Director of Marketing, and Jeffrey Fishbach (or Yaya Diatta), DSI, prior to a banner's installation.

No banner shall be attached to any City light poles except by City of Saint Paul, Public Works, Traffic Operation personnel.

All banners must serve a legitimate public interest and shall not contain any advertising other than that which is directed toward the specific event. Sponsorship logos may only take 20% or less of the space on the banner.

Event banners are not to be in place earlier than two weeks before the event and removal will follow the event as soon as practical. Seasonal banners can remain in place for up to 3 months as long as they are still in serviceable condition. Neighborhood Business District Banners can remain in place for up to a year if they are in serviceable condition.

The standard size of a light pole banner in downtown Saint Paul is 30" x 60." The banner rod pockets should be 2 3/4" wide. Other sizes may be considered, but are subject to wind loading calculations and additional hanging charges for bracket modification.

In some neighborhood areas, banners sizes are significantly smaller. Before sending banners to production, verify banner size with the Marketing Office.

Banner material shall be of a durable, weather-resistant material like canvas, nylon or vinyl-coated fabric. Grommets must be installed in the top and bottom corners of the banner one inch above the bottom rod pocket and one inch below the top rod pocket. Grommets shall be of a brass construction and installed in a minimum of four layers of fabric, with the hole size of the grommet being 3/8 inch in diameter or larger.

If brackets are not currently installed in a desirable location, the City of Saint Paul can install brackets for an additional charge for installation and material. New brackets shall be of the banner-saver Pro 2000 model or equivalent. Brackets shall be secured with a 1/4" bolt drilled through the bracket casting into the pole.

No banners are allowed on any light poles with traffic signals. Banners may not block any public signing or lighting.

The City reserves the right to refuse to install banners if it is felt they are not of a quality to withstand the elements.

The City reserves the right to remove banners because of construction, damage, or any other practical reason, at the customer's expense.

No authorization shall be granted without proof of public liability insurance issued by a company licensed in Minnesota in the amount of one million dollars (\$1,000,000) single event coverage naming the City and the HRA as insured, with a ten (10) day written cancellation notice to the City, HRA, and the building owners. Should the policy be cancelled, the banners and/or signs shall be removed immediately unless a replacement insurance policy is provided.

Requirements to Affix Banners to Exterior Skyway Bridges

No banner or sign shall be affixed to the exterior of skyway bridges except by authorization of the City. A request form must be approved by Erin Dady, Director of Marketing, and Jeffrey Fishbach (or Yaya Diatta), DSI, prior to a banner's installation.

No banner or sign shall be affixed to or removed from the exterior of skyway bridges except by the City Department of Public Works.

All banners and signs must serve a legitimate public interest and shall not contain any advertising other than that which is directed towards the specific event. Sponsorship logos may only take 20% or less of the space on the banner.

Banners and signs should not be in place longer than two (2) weeks prior to the event and removed within three (3) days after the event.

The size, shape, and placement of banners and signs shall be in conformity with the specifications of the Public Works Department, and the following:

- a. Banners shall not exceed a total of one hundred twenty (120) square feet in area and maximum height of five (5) feet.
- b. Banner material shall be of a durable, weather-resistant material like canvas, nylon, or vinyl-coated fabric.
- c. Grommets must be installed along the top and bottom of each banner to facilitate the hanging of the banner. Grommets shall be of brass construction and installed in a minimum of four layers of fabric, with the hole size of the grommet being 3/8 inch in diameter or larger.
- d. Locate the grommets in each corner of the banner (1-2 inches in from each corner of the banner) and evenly spaced along the top and bottom edges, with one in the center of the banner on top and bottom.

No authorization shall be granted without proof of public liability insurance issued by a company licensed in Minnesota in the amount of one million dollars (\$1,000,000) single event coverage naming the City and the HRA as insured, with a ten (10) day written cancellation notice to the City, HRA, and the building owners. Should the policy be cancelled, the banners and/or signs shall be removed immediately unless a replacement insurance policy is provided.

In the event that the banner is to be placed on skyway bridges over MnDOT Trunk Highway 5 (7th Street) or Trunk Highway 52 (Robert Street), there shall be a minimum clearance between the banner and the center of the roadway of 17 feet 4 inches. On these two streets only, MnDOT must also authorize the installation of the skyway banner.